FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00039568 **Type of Permit:** FILMING **Release Date:** 04/28/2011

**Production Company** KELLY CO

**Insured Company Name** KELLY CO
Contact Phone No. 1 323-953-8151
Contact Phone No. 2
Fax 323-951-8151
Address 1553 RIVERSIDE DR, SUITE 7
Glendale, California 91201

**Production Title** NOS SPORTS DRINK

**Type of Production** TV Webisode/Mobisode/Podcast

**Producer** Christopher Salzgeber

**Director** Elliott Lester

**1st AD** NA NA

**Production Manager** Cynthia Shreves

**FilmL.A. Coordinator** Tim Overbeck

**Location Manager** Cynthia Shreves
Primary Phone Mobile - 310-467-4540
Secondary Phone

**Location Assistant** NA NA
Primary Phone Mobile - NA
Secondary Phone

## Fees

| | |
|---|---|
| Posting 300 | $69.00 |
| Posting 600 | $138.00 |
| Posting 900 | $414.00 |
| Notification Charge | $310.00 |
| FILMLA FILM APPLICATION FEE | $625.00 |
| LA COUNTY FIRE REVIEW | $282.00 |
| LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE | $85.00 |
| FILMLA MONITOR FEES | $240.00 |
| FILMLA MONITOR FEES OVERTIME | $180.00 |
| FILMLA MONITOR FEES - DOUBLE TIME | $240.00 |

**Total Permit Fee** $2,583.00

**Number of Locations** 3

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## Summary Information — Location



**Permit Number** F00039568
**Production Company** KELLY CO
**Insured Company** KELLY CO
**Production Title** NOS SPORTS DRINK

**Location Manager** Cynthia Shreves
Primary Phone Mobile - 310-467-4540
Secondary Phone

**Location Address** 1204 S Victoria Ave, Los Angeles, CA, 90019

**Location Type** Private Residence

**Film Dates** 4/29/2011 - 4/29/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions** Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic

**Please see attached documents** Victoria Avenue July 2009.pdf
39568 - NOS SPORTS DRINK - Agent Letter.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 4 |
| Cast/Crew vehicles | 40 |
| Cube Trucks | 4 |
| Generator | 1 |
| Motor Homes | 1 |
| Picture vehicles | 2 |
| Stakebed Trucks | 1 |
| Vans | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 45 |
| FilmL.A. Monitor(s) | 1 |
| Off-Duty/Retired LAPD Officer(s) | 2 |
| Spot Check | 1 |

**Filming Activities** Equipment on sidewalk & street; Interior and exterior dialogue; Intermittent traffic control - 2 minutes standard; Precision driving (within or below posted speed limit only); Talent on Skateboard in Street;

**Jurisdiction** **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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**Approvals** LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

**Coordinator Note** 1 FilmLA Monitor required 0600-2200 hours

**Coordinator Note** Spot Check for Base Camp OK per Insp. Roth

**Parking**
**Base Camp** Location Type : Filming Location
**Crew Parking** Location Type : Other Location 4050 W Pico Blvd, Los Angeles, CA, 90019

**Posting "No Parking" signs** B/S 12th St., Windsor Bl. - S. Victoria Ave.

**Approximate Footage** 601 - 900 **Log Number** 15112

**Date(s)** 4/29/2011 to 4/29/2011 **Time(s)** 07:00 to 22:00

**Posting "No Parking" signs** **CANCELED**

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## Summary Information — Location



**Permit Number** F00039568
**Production Company** KELLY CO
**Insured Company** KELLY CO
**Production Title** NOS SPORTS DRINK

**Location Manager** Cynthia Shreves
Primary Phone Mobile - 310-467-4540
Secondary Phone

B/S S. Victoria Ave., from 12th St. - 200 feet north and south.

**Approximate Footage** 601 - 900 **Log Number** 15113

**Date(s)** 4/29/2011 to 4/29/2011 **Time(s)** 07:00 to 22:00

**Posting "No Parking" signs** B/S Windsor Blvd., from 12th St. - 150 feet north and south

**Approximate Footage** 301 - 600 **Log Number** 15114

**Date(s)** 4/29/2011 to 4/29/2011 **Time(s)** 07:00 to 22:00

**Posting "No Parking" signs** E/S S. Victoria Av., 350 feet in front of 1204 S. Victoria Av.
W/S S. Victoria Av., 50 feet directly across from 1204 Victoria.

**Approximate Footage** 601 - 900 **Log Number** 15121

**Date(s)** 4/29/2011 to 4/29/2011 **Time(s)** 07:00 to 22:00

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## Summary Information — Location



**Permit Number** F00039568
**Production Company** KELLY CO
**Insured Company** KELLY CO
**Production Title** NOS SPORTS DRINK

**Location Manager** Cynthia Shreves
Primary Phone Mobile - 310-467-4540
Secondary Phone

**Location Address** 1000 White Knoll Dr, Los Angeles, CA, 90012

**Location Type** Private Residence

**Film Dates** 4/29/2011 - 4/29/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions** Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic

**Please see attached document** Echo Park & Elysian Park Special Conditions.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| Cast/Crew vehicles | 5 |
| Cube Trucks | 1 |
| Generator | 1 |
| Picture vehicles | 2 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 2 |
| Crew | 13 |
| Off-Duty/Retired LAPD Officer(s) | 2 |

**Filming Activities** Equipment on sidewalk & street; Exterior Dialogue; Intermittent traffic control - 2 minutes standard; Precision driving (within or below posted speed limit only); Talent on Skateboard in street;

**Jurisdiction** **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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**Approvals** LOS ANGELES POLICE DEPARTMENT Suzan Nelson

**Coordinator Note** Spot Check for Base Camp OK per Insp. Roth

**Parking** **Base Camp** Location Type : Filming Location **Crew Parking** Location Type : Other Location 4050 W Pico Blvd, Los Angeles, CA, 90019

**Posting "No Parking" signs** W/S White Knoll Dr., Figueroa Terrace - Mar View

**Approximate Footage** 0 - 300 **Log Number** 15118

**Date(s)** 4/29/2011 to 4/29/2011 **Time(s)** 07:00 to 22:00

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## Summary Information — Location



**Permit Number** F00039568
**Production Company** KELLY CO
**Insured Company** KELLY CO
**Production Title** NOS SPORTS DRINK

**Location Manager** Cynthia Shreves
Primary Phone Mobile - 310-467-4540
Secondary Phone

**Location Address** 6th St., 1st St., Alvarado St., 110 Fwy Incusive (Exludes State Freeways), Los Angeles, 90017

**Location Type** Driving grid

**Film Dates** 4/30/2011 - 4/30/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions**
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 4 |
| Cube Trucks | 4 |
| Generator | 1 |
| Picture vehicles | 2 |
| Stakebed Trucks | 1 |
| Vans | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 5 |
| Off-Duty/Active LAPD Officer(s) | 2 |

**Filming Activities** Car-to-Car; Driving shots; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

**Jurisdiction** **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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**Approvals** LOS ANGELES POLICE DEPARTMENT Suzan Nelson

**Parking**

**Base Camp**
Location Type : Filming Location

**Parking Notes**
Parking Lot @ 6th & Mateo

**Crew Parking**
Location Type : Filming Location

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**SPECIAL FILMING CONDITIONS**
**VICTORIA AVENUE BETWEEN COUNTRY CLUB DRIVE TO PICO BOULEVARD**

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities and 200' of equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A. The approved times must be indicated on the permit.

- **Posting may be requested for parking of production vehicles only and will be limited to 400' on the east side of the street only.** ***An extension of posted parking request requires that affected residents be surveyed.*** Film company vehicles shall not interfere with gardeners' activities, trash pick-up, safe use of streets or access to resident driveways, unless approved by the affected residents.

- **One LAPD officer authorized to work on movie jobs is required to assist residents' ingress and egress from their property when equipment vehicles are parked on the street.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Generator(s) with the proper noise shield shall only be parked in front of location house, or in front of houses that have approved this activity, not on the location property.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Personal vehicles of cast and crew may not park on area streets.** Off-street parking must be provided.

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- Filming in the Victoria Avenue area requires that notification be given to the community representative**.** ***The current contact is Lakeyta Howard (323) 935-8610.***

FilmL.A. Inc. NOT A PERMIT

Permit #F00039568

# Appointment of Film Permits Unlimited, Inc.
## As Authorized Agent and representative

I certify that I am a representative of KELLY CO ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 11-10-10

KELLY RUBIN
Name of Principal

By: K Rub
Representative's Signature

KELLY CO
Print Representative's Name

OWNER
Representative's title

8306 WILSHIRE #791
Principal's Address

B.H., CA 90211

310-276-2521
Principal's Telephone

**Film Permits Unlimited, Inc.**
**Phone (818) 347-9929**
**Fax (818) 347-9784**

**Please sign and fax back**
**Principal = Name of Company**

NOT A PERMIT

# SPECIAL FILMING CONDITIONS
# ECHO PARK & ELYSIAN PARK

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. The decision whether or not a particular permit will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

Echo Park is a community that includes historic Echo Park Lake and the Recreation Center, a vibrant retail commercial district, and historic Elysian Park, the oldest regional park in the city. These Special Conditions apply to the area between Echo Park Avenue, the Hollywood (101) freeway, Alvarado Boulevard North to Glendale Boulevard, Glendale Boulevard, Allesandro Street, Riverside Drive, the Recreation and Parks (RAP) boundary west of Stadium Way, Elysian Park Avenue, and Sunset Boulevard back to Echo Park Avenue. The district includes Boylston Street but excludes Elysian Park and Echo Park Lake recreation facilities and park land. Over the past several years, location filming in Echo Park has increased significantly without a system for adequately addressing the impacts this brings to the community.

The motion picture industry has amicably co-existed with the businesses and residents of this area since the silent film era and desires to continue to do so. These conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions outlined below may result in permit revocation or other administrative action.

The community of Echo Park is home to many regularly scheduled local events: Farmers Market every Friday from 3:00 p.m. to 7:00 p.m., Lotus Festival the second weekend in July, the Cuban Festival, the Echo Park Music Festival, the December Community Parade, the El Centro del Pueblo Street Festival, and the Los Angeles, ½ Marathon. A community event's calendar shall be established. Approving permits that conflict with any of these events is strongly discouraged.

1. FilmL.A. shall consult the City Council Office when an applicant requests a permit with less than three (3) days notice.

2. Affected residents/merchants/businesses must be notified in English and Spanish at least two (2) days in advance of the first day of filming or in advance of any substantial preparation for all productions.

3. The following activities require extended notification to the affected community at least three (3) days prior to the work:

    - Use of a helicopter
    - Use of pyrotechnics
    - Gunfire (except for the use of Non-guns, which is highly encouraged).

    The production company must notify the local LAPD division on the day of filming prior to the use of any of the above.

4. A community survey is required for Exceptional Filming Activities, which include:

    - Full Street closures
    - Any filming prior to 7:00 a.m. or after 10:00 p.m.
    - Filming for more than three (3) consecutive days at any single location or multiple locations where there is an overlap of the affected residents and merchants.



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FilmL.A. will consult with the City Council Office, the LAFD, and the LAPD on a case by case basis to determine the noise levels, safety requirements, and appropriate personnel assignments. A FilmL.A. monitor will be assigned to permits with Exceptional Filming Activities.

5. The downtown Echo Park area is home to many institutions and businesses that have contributed greatly to the improvement of the neighborhood. When requesting partial or full street closures, or posted no parking, production companies must conduct a community survey of affected properties on the following blocks: 1600, 1700, 1800, 1900 blocks of Sunset Boulevard, 1100 block of Glendale Boulevard, 1100 block of Lemoyne Street, 1100 block of Logan Street, 1100 block of Echo Park Avenue. The following public streets have also been heavily impacted by filming over the years: Park Drive, Bellevue Avenue, Stadium Way, Academy Road, Morton Avenue, and Alvarado Street. FilmL.A. and the appropriate city council office will monitor frequency of filming on these streets and all others, within the Echo Park Film District. FilmL.A. will look for ways to mitigate the impacts of filming prior to issuing a permit and utilize the community calendar as a reference.

6. Requests for the posting of "No Parking" for production equipment and/or filming will be reviewed by FilmL.A. with the intention of mitigating parking concerns for residents, merchants, and patrons in the area, with special attention given to the frequently filmed streets. The parking of production vehicles on public streets may not exceed 500 linear feet combined, but can be dedicated to one side of the street or, where appropriate street width allows, split between both sides of a street. Requests for more than 500 linear feet of parking shall require a signature survey of those affected by the proposed additional parking. Upon completion of filming, companies are requested, as a courtesy, to turn all "No Parking" signs around so that they face in the opposite direction. Only the Los Angeles Department of Transportation (DOT) is to post and remove the signs.

7. Generators are to be placed in an acceptable location within all affected residential and commercial areas. Support by all addresses within 50 linear feet of the generator is required. Alternative fuels (such as bio-diesel) and low emission generators are strongly encouraged.

8. Parking of production vehicles shall not impede, block from view, nor interfere in any way with public transit stops throughout the Echo & Elysian Park areas. Should any transit stop or schedule be altered for a film shoot, only the Metropolitan Transit Authority (MTA) or DOT is authorized to make that determination.

9. The following areas are prohibited from use: City Parking lots 662, 663, and 646, and either side of Academy Road between Morton Avenue and Elysian Park Drive.

10. All productions must coordinate with FilmL.A. to secure relaxed enforcement of parking from DOT, either side of any street that has posted street cleaning or any production shoot that takes place in a permitted overnight parking district (OPD). They must also be mindful of other existing parking restrictions including Preferential Parking Districts and Parking Meter Districts while planning their location shoot. They must then notify all residents in English and Spanish, that there will be relaxed enforcement by the Department of Transportation.

11. Cast/Crew is not permitted to park on area streets. Off street parking must be provided for personal vehicles.

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12. Only Honey Wagon type portable restrooms or executive portable rest rooms are allowed in the District, and must be at least 100 feet away from any food establishments, in a mutually acceptable location of all other commercial and residential buildings.

13. Companies must provide adequate detour and directional signage when street closures are in place, and conform to all current DOT standards and practices. Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on any major thoroughfare, as defined by DOT. Sufficient, approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures. Street closures are considered an Exceptional Filming Activity and require a FilmL.A. monitor.

14. FilmL.A. will coordinate with Public Works to ensure that no regularly scheduled service will be interrupted including, trash pick up, tree trimming, street repair, street cleaning, etc.

15. FilmL.A. shall work closely with the Dodgers regarding all filming in and around the Echo Park, Elysian Valley, or Chinatown communities during the period of March 25 through November 5 (Dodger season).

16. Crews with walkie-talkies must wear headsets when filming within the District between 7:00 p.m. – 7:00 a.m.

17. Outdoor food preparation using charcoal or gas grills must be utilized out of public view to all adjacent residential buildings or homes and commercial properties.

18. Production companies are required to remove all self generated trash, food, and cardboard boxes, from the general vicinity at the end of each filming day. This includes any debris generated by catering companies employed to provide food for the cast and crew. Any surplus food can only be given to off-site charitable organizations.

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